

# Mass Workforce Issuance

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☐ Policy

☒ Information

**To:** Chief Elected Officials  
Workforce Development Board Chairs  
Workforce Development Board Directors  
Title I Administrators  
Career Center Directors  
Title I Fiscal Officers  
DCS Operations Managers

**cc:** WIOA State Partners

**From:** Alice Sweeney, Director  
Department of Career Services

**Date:** January 18, 2017

**Subject:** **Release and Availability of Two Reports Under the Project Entitled State Demonstration Projects in Providing Reemployment Services to Unemployment Insurance Claimants**

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**Purpose:** To notify Local Workforce Development Boards, One-Stop Career Center Operators and other local workforce partners of the Department of Labor (DOL), Employment and Training Administration (ETA) Training and Employment Notice [\(TEN\) No. 27-16](#), to announce the release and availability of two papers under the subject project: *Strategies for Connecting Unemployment Insurance (UI) Claimants to the Workforce System: Findings from the Implementation Study of the UI Workforce Connectivity Grant Program*, and *Experiences of Three States in Developing Social Media Strategies for Employment Assistance Programs*.

**Background:** DOL continues to explore strategies to improve UI claimants' access to re-employment services provided through the public workforce system to speed their return to work in good jobs with good wages.

In 2010 DOL established a workgroup comprised of workforce leaders at the local, State, and national levels, and partnered with the National Association of State Workforce Agencies (NASWA) to develop a shared national vision to improve connectivity between UI program service delivery and reemployment services provided through the workforce system, both through one-stop centers and virtually and to promote innovative reemployment service delivery strategies for all job seekers. This workgroup identified several "transformational" elements to improve

connections between job seekers, particularly UI claimants, and employment services. The elements include:

1. Integrated workforce registration
2. Real time triage
3. Skills transferability
4. Social media

To advance this new national vision DOL partnered with NASWA's Information Technology Support Center (ITSC) to provide grants to states to implement strategies and technology tools that embodied the different elements of the vision, now referred to as the UI Reemployment Connectivity Project. All grants were awarded in 2011 and were to develop automated tools that states can implement, adapt or modify to improve UI claimants' access to reemployment services.

The first tool is an Integrated Workforce Registration (IWR) system enabling individuals to register for a range of workforce services, including UI and reemployment services, in one place. The second tool is the Workforce Integrated Profile Page (WIPP), an interactive on-line delivery hub for reemployment services where registered individuals can access a range of services online. The WIPP is used to launch the real time triage and skills transferability elements. More information on these tools can be found at [itsc.org](http://itsc.org).

Reemployment Connectivity Project key study findings include:

- Reduction in duplicative entry by UI claimants, ES registrants, job seekers and agency staff
- Claimants receive job referrals and other training and reemployment services that are tailored to their interests, capabilities, and needs when they apply for UI online
- The skills transferability capability can be used as a staff-assisted or self-service tool to provide claimants and other job seekers with real-time job leads tailored to their skills and interests
- The real time triage capabilities will significantly improve the quality and timeliness of job leads provided to job seekers

As part of the Reemployment Connectivity Project, DOL also provided 3-year grants in 2011 to develop and use social media tools in support of reemployment strategies. These grants enabled the states to develop new opportunities and modify existing service delivery processes using social media tools as a way to improve employment outcomes for job seekers, including outreach to job seekers, connecting job seekers and employers, and promoting networking among job seekers.

Lessons about the use of social media by state and local workforce agencies:

- State and local workforce agencies should consider integrating social media tools into their service delivery systems and using them to help job seekers
- Social media tools are generally not expensive to acquire and implement, though staff resources are needed to maintain and update them

- Social media tools can be useful for reaching out to subpopulations that might not otherwise engage with the workforce system or visit an AJC, though social media tools are not for everyone
- With regard to social media tools, one size does not fit all
- Social media provides opportunities for state and local workforce agencies to better engage with employers
- Social media tools can result in time savings and productivity gains for agency staff, job seekers, and employers.

Abstracts of these publications, as well as full reports of the two studies, can be found on the [ETA Research Publication Database Web site](#).

**Action**

**Requested:** Please share with staff and workforce partners as appropriate.